

Hidden secrets from competing influences

Masters by Research Candidate- Lucy Allinson

Presentation overview

- Findings on the impact of social interaction
- Model of influences - framed on social practice theory
- Stories of hidden secrets from competing influences

Research techniques

EnergySaver Study
Secondary analysis on
quantitative data and
recruitment

Most Significant Change
Evaluation technique
Influence patterns

New energy actions



Sustained practices

Longitudinal Qualitative interviews
Influences evident in the change process
In-depth social interaction data

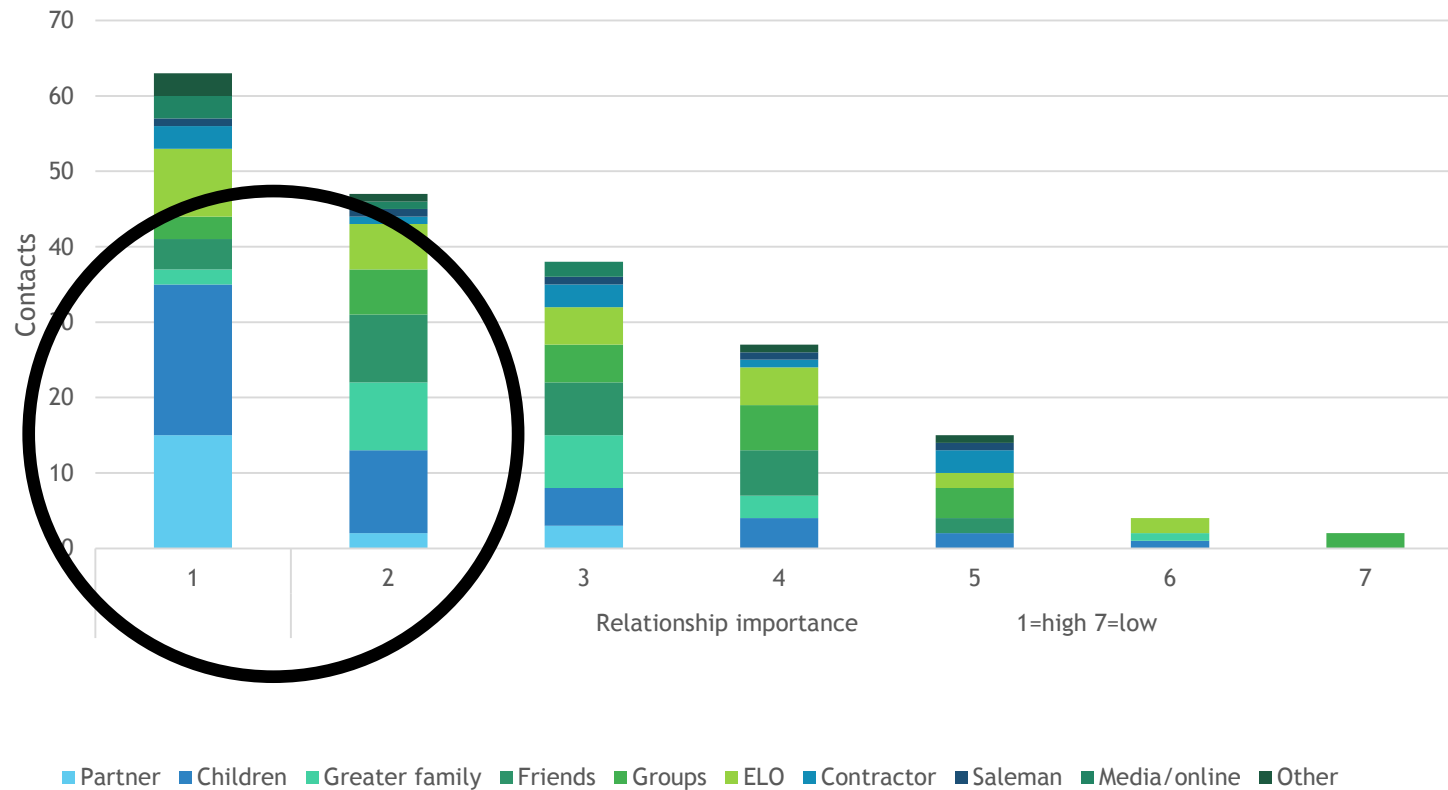
Capturing social networks and relationship embeddness



ESS
Date:
1. Partner
2. Son
3. Daughter
4. Other family
5. Close friend
6. Friend
7. Neighbour
8. Group
9. Parents
10. Co-workers
11. Other 1
12. Other 2
Action 1
Action 2
Action 3

Important relationships

Relationships of most importance to the householder when seeking advice on energy in the home



n=44

Feedback from embedded relationships



Starting the conversation

- ▶ Safe subjects
- ▶ Gender bias
- ▶ Community leaders

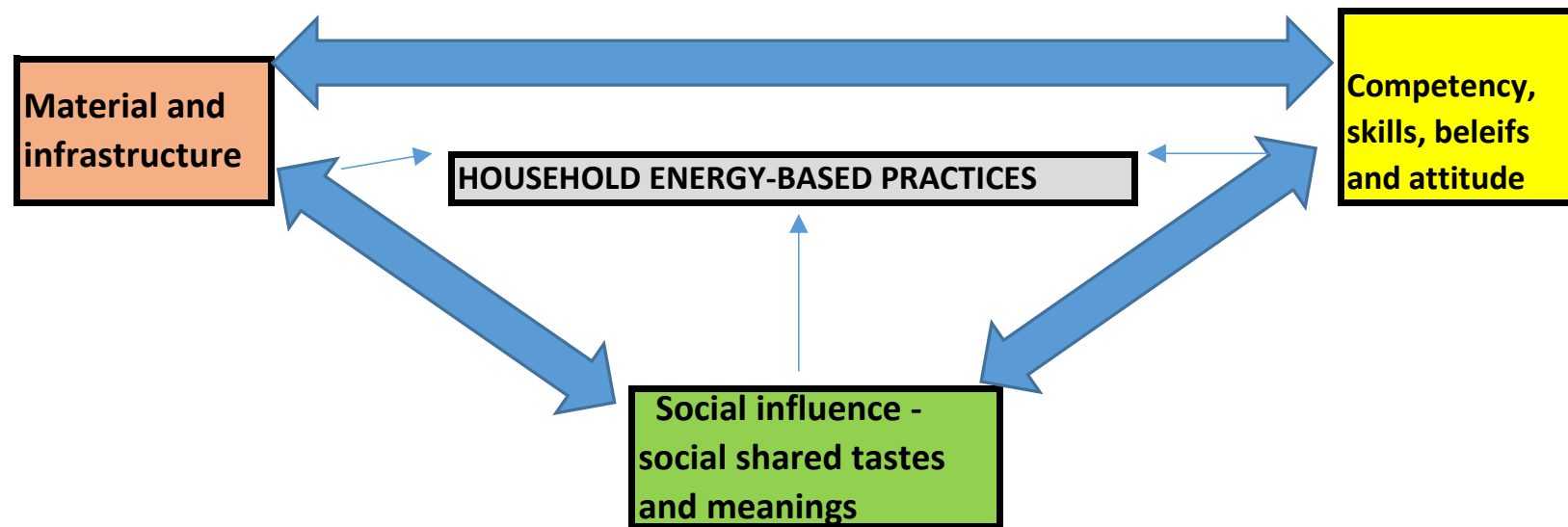


Hot and cold negotiation

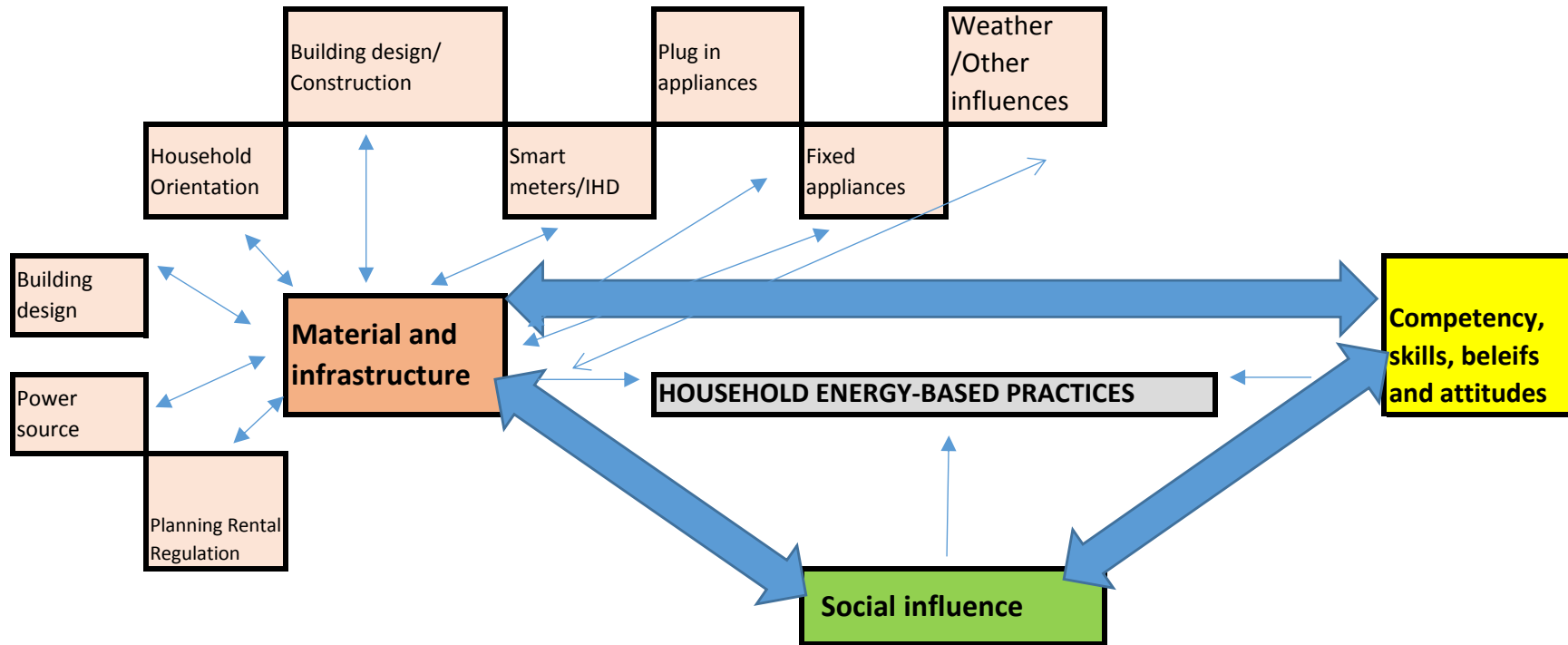


- ▶ Negotiation and discussion embeds new practices

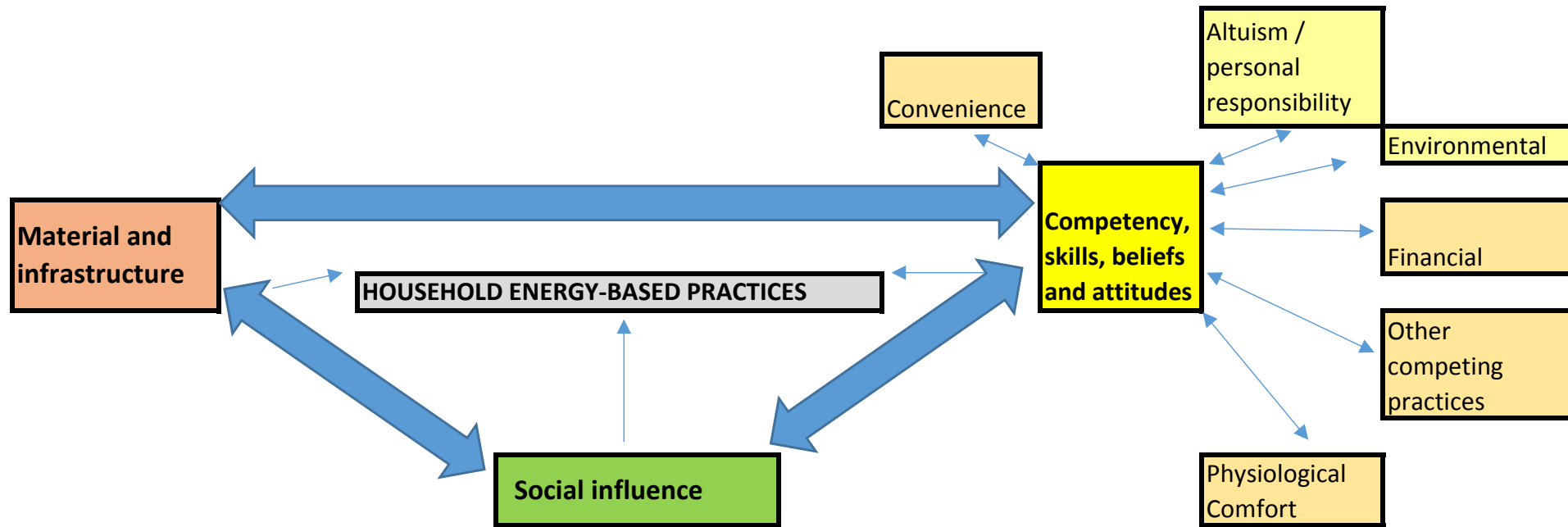
A Model of influences based on social practice theory



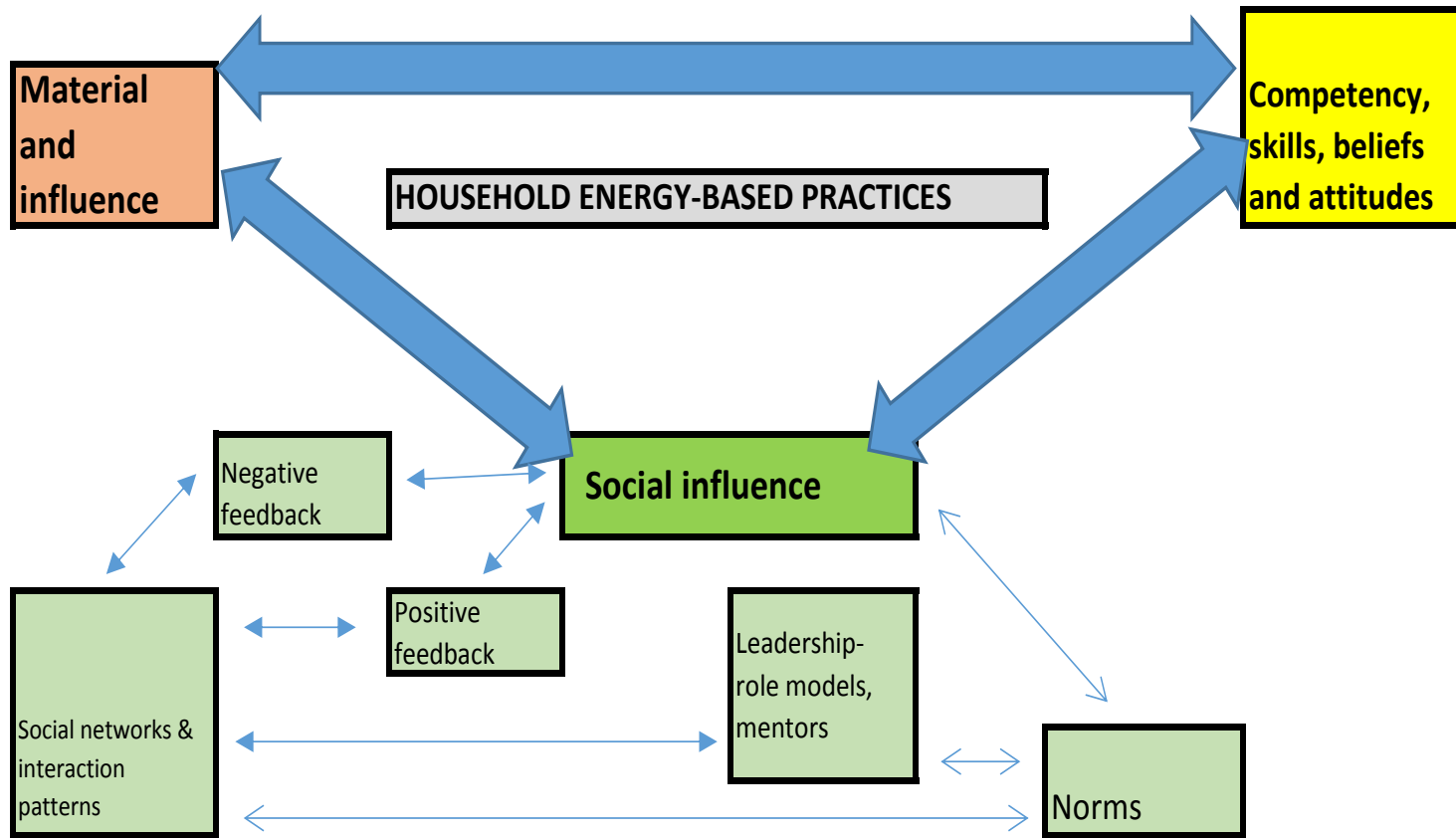
Material and infrastructure



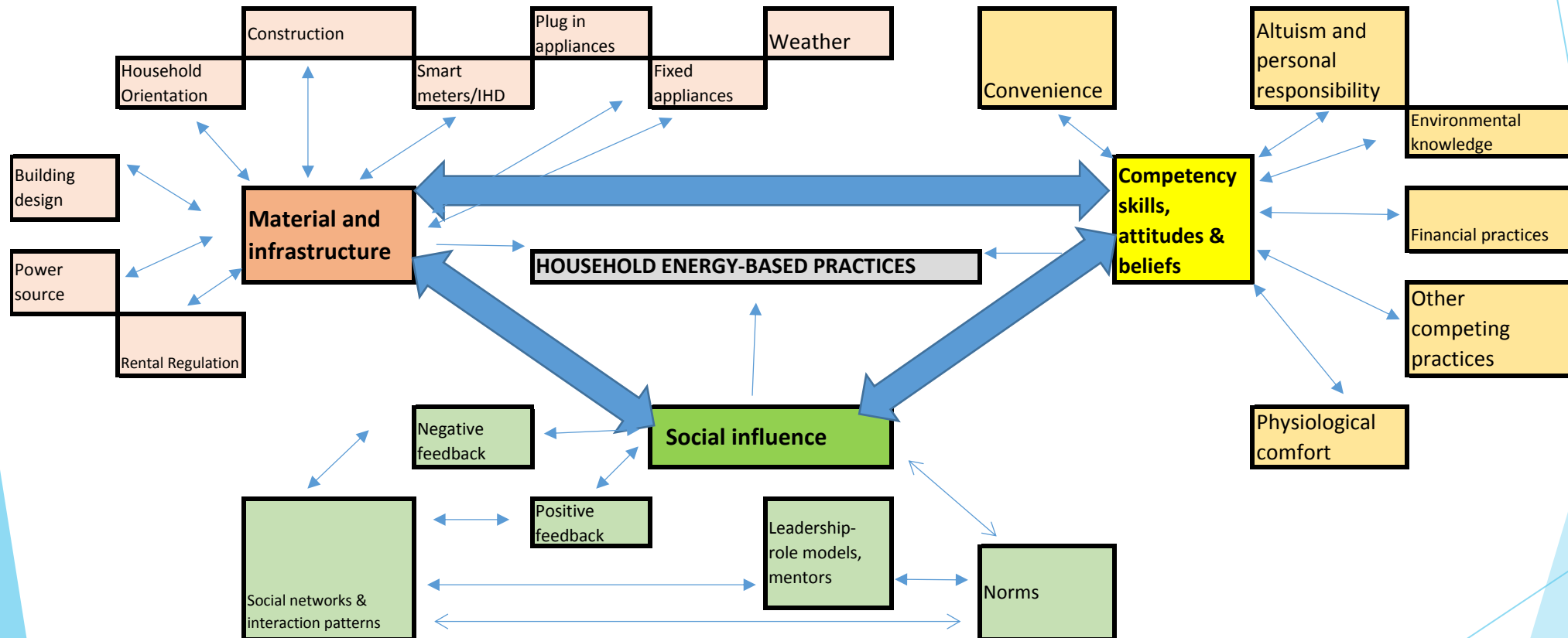
► Competency, skills beliefs and attitudes



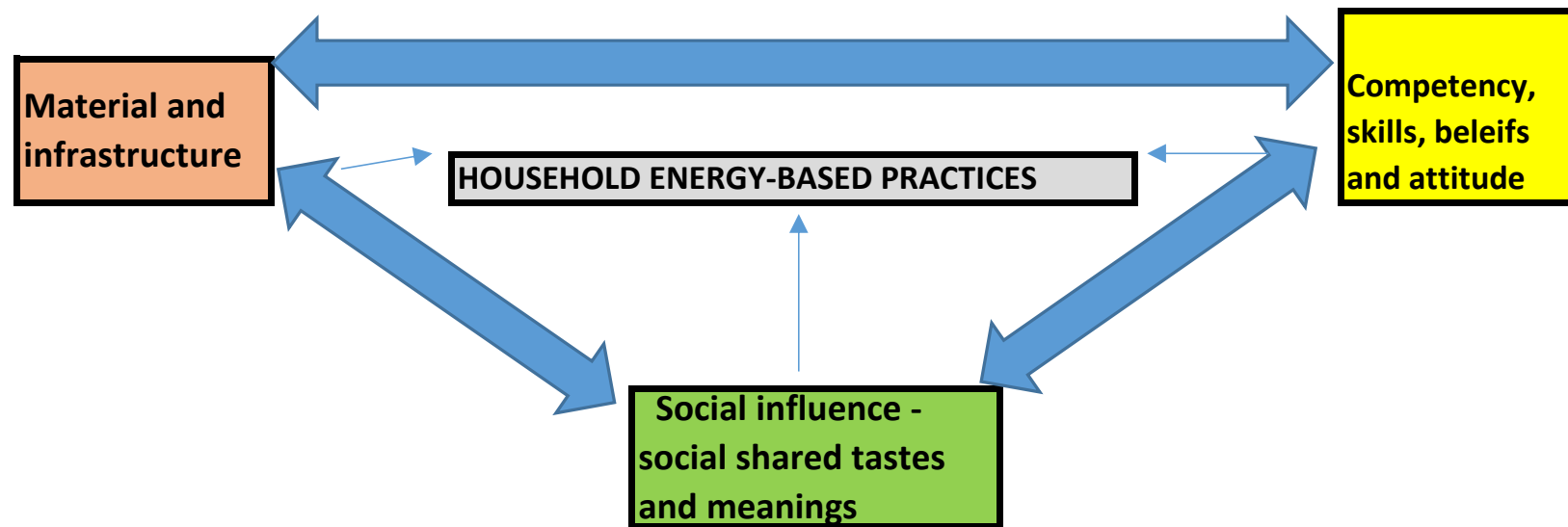
Social influence



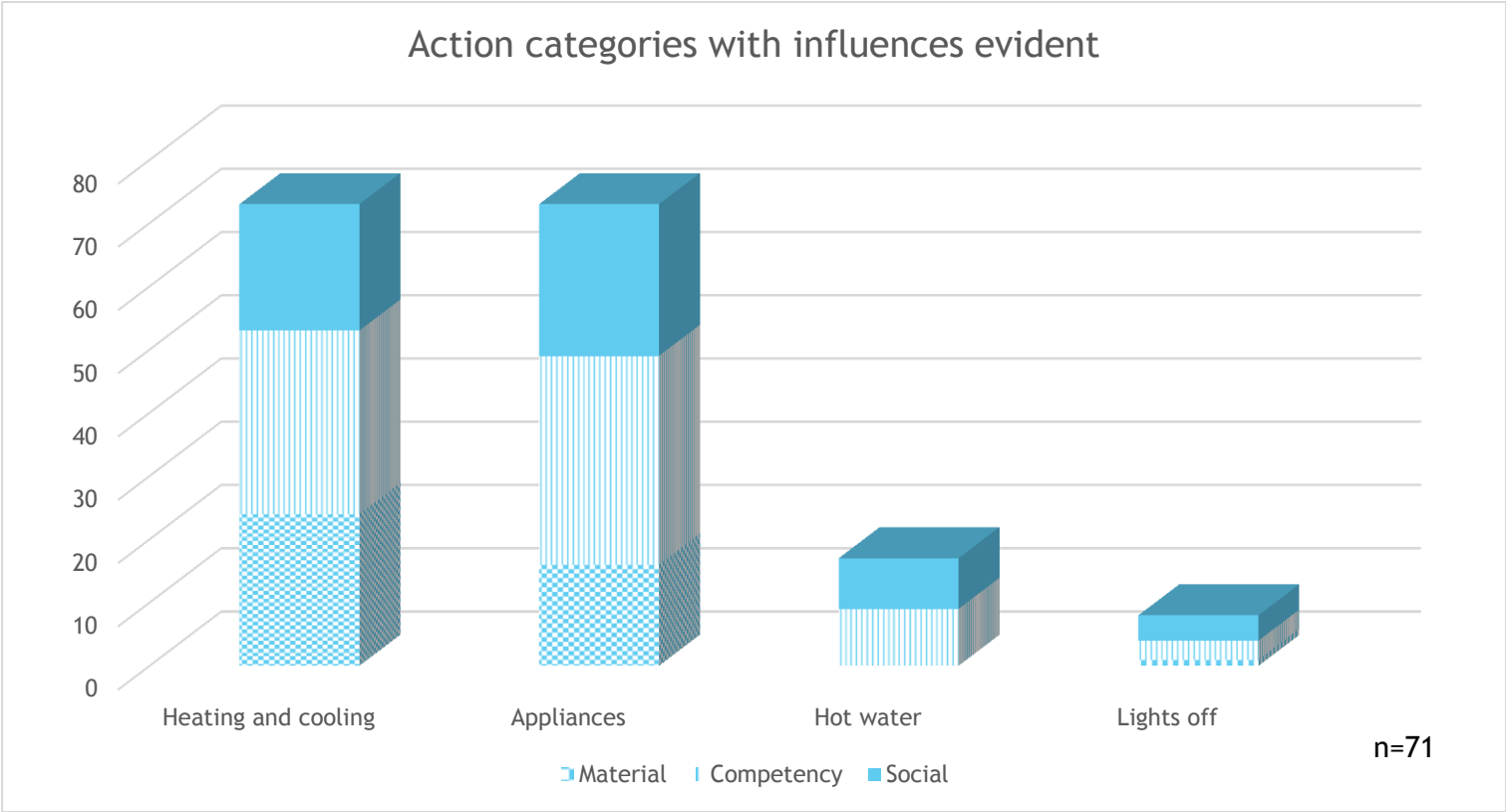
Model of influences



A Model of influences based on social practice theory



Influence combinations



Simply turn it down 1 degree



Simply turn it down 1 degree

Heating system

Housing design

Housing shell



Finances

Ventilation

Comfort

Health

Technical competency

Occupancy

Feedback

Social etiquette

Hidden frugality



Occupancy change is a major cause of rebound

Done for love



- ▶ Social influence can over-ride all other categories of influence

Key learnings

- ▶ Social influences are just as important as other influence categories (infrastructure and competency) and needs equal emphasis in program design
- ▶ Include embedded relationships for the target demographic into the project communications plan not just for the recruitment phase

Further information

- ▶ Contact: Lucy Allinson
- ▶ Email: lallinson@swin.edu.au
- ▶ Mobile: 0423 795215